

# Brows for Days: 5 Options for Brow Enhancement

In today's beauty market, the options for maintaining, treating, and glamorizing eyebrows are endless. With so many options for clients to choose from, it is the job of the professional to steer them in the right direction. Microblading, microshading, waxing, threading, and tinting are among the most common and popular methods for eyebrow enhancement. Helping clients understand the benefits of each can aid them in choosing the method that will provide the best results for them.

## MICROBLADING

Microblading is a semi-permanent cosmetic tattooing procedure that not only can enhance the look of eyebrows but can also shape them from cousins to twins. Using an eyebrow blade or pen, the professional makes quick scratches on the surface of the skin. Through these feather-light strokes, the professional creates replicas of missing hairs to fill in eyebrows and shape them to the client's ideal choice.

Chances of allergic reaction exist with this procedure, so clients should be sure to choose a licensed and certified professional. While this option is longer lasting than others, it does require refills every one to two years and is a more expensive option for clients, with some downtime after the procedure.

## MICROSHADING

Microshading is similar to microblading in concept, however, this process requires a slightly different technique. Microshading on eyebrows uses a more standard style tattoo device that can insert pigment much deeper than a microblading tool. The shading leaves the impression of a more powdered eyebrow look, rather than hair-like strokes. With this process, clients can expect longer-lasting results for their eyebrow game. This method also costs less than microblading, making it an interesting addition to semi-permanent cosmetic procedures.

Many professionals are beginning to recommend this option in conjunction with microblading for clients who want more hair with a softer look. This process can cost in the upwards range of \$600 to \$1,500 for a combination of microblading and shading.

## WAXING

Waxing eyebrows has always been a staple choice as a quick and convenient way for softly shaping eyebrows. Mostly pain-free, this procedure leaves little to no downtime, with some redness afterward. Clients can use this method to get rid of unwanted hair without needing to tweeze. This procedure is recommended for clients with thicker eyebrow hair. This method is

low maintenance, cheap, and does not require clients to wait very long to see results.

However, this option may not be suitable for clients with extremely sensitive skin, who have just had a chemical peel, or who are currently using products with retinol. Unlike microblading and shading, this process will not give eyebrows a full look or create the appearance of more hair. Still, waxing eyebrows will help to create a better eyebrow shape if done by a licensed professional.

## THREADING

Threading is another great option for eyebrow shaping. Threading is performed using a thread or string coated in antibacterial wax to lasso away the hairs. Sometimes after a threading session, the professional may also trim down longer hairs to match and create more definition for a client's eyebrows.

Threading may be a great alternative to waxing, as it is good for sensitive skin (if done by a professional) and does not use any chemicals or heat to remove the hairs. It also allows clients using retinol or who have just had a chemical peel to still achieve the eyebrow look they want. This method is similar to waxing in its price point, recovery time, and low upkeep.

## TINTING

Another way to achieve flawless eyebrows is through eyebrow tinting. As always, the professional will first consult with the client on their desired look and then begin the process. A semi-permanent dye is applied to match the client's own eyebrow hairs. The process only takes around 15 minutes and the excess pigment is removed. Many professionals suggest scheduling the first appointment when the client will have extra downtime, so that the client can monitor the results before revealing their new eyebrows to the world.

Eye-brow tinting works on almost all skin tones and hair colors. It is also recommended that clients avoid getting their eyebrows wet for up to 12 hours in order to let the pigment set. This process lasts for up to six weeks in between touch-ups.

Eye-brow tinting is a great option for clients who do not want to commit to microblading or shading, however, professionals should remind clients that most tinting dyes are not FDA-approved and cannot be used if the client is currently using products containing retinol.

Overall, these eyebrow options can help clients achieve a variety of results. As a professional, remember to share with clients all their choices while helping them navigate their best options.